

# New Order

**Agency:** Crossroads Media LLC  
**Office:** Alexandria  
**Client:** 12 - CrossroadsGPS  
**Product:** 108 - GPS FLIGHT "C"  
**Piggyback Product:**  
**Estimate:** 645 - GPS VA FLIGHT C TV 6.5-5.11.12

**Station:** WJLA-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Billing Cycle:** Monthly  
**Billing Calendar:** Broadcast  
**Received in ePort:** 5/22/2012 11:42:02 AM

**Flight Start:** 06/05/2012  
**Flight End:** 06/11/2012  
**Hiatus:**

**Primary Demo:** A35+  
**Demo 2:**  
**Demo 3:**  
**GRP:** 97.40

**Local/National:** Local  
**Rep Office:** WJLA-TV  
**AE:** Barbara Monares  
**Phone:**  
**OrderID:** 2139837  
**Status:** New

**Airtime Dollars:** \$69,600.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$69,600.00  
**Total Spots:** 41

**CPP:** \$714.58  
**Comments:** Separation: 30

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Totals for Entire Flight		
						6/5	6/6	6/7	6/8	6/9	6/10	6/11	Spots	Rtg	CPP
1	TuWThFM 7A-9A GD MRN AMR-ABC	EM	\$1,200.00	C	30	1	1	1	1	0	0	1	5	1.80	\$666.67
LPMay/2011LP (pav)															
2	Sa 7A-8A GD MRN-SAT-ABC	RT	\$600.00	C	30	0	0	0	0	1	0	0	1	0.90	\$666.67
LPMay/2011LP (pav)															
3	Su 8A-9A GD MRN-SUN-ABC	RT	\$700.00	C	30	0	0	0	0	0	1	0	1	1.10	\$636.36
LPMay/2011LP (pav)															
4	TuWThFM 9A-10A LIVE WTH KELLY	DT	\$750.00	C	30	1	1	1	1	0	0	1	5	1.20	\$625.00
LPMay/2011LP (pav)															
5	TuWThFM 11A-12P VIEW-ABC	DT	\$1,200.00	C	30	1	1	1	1	0	0	1	5	1.80	\$666.67
LPMay/2011LP (pav)															
6	TuWThFM 12:30P-1P MILLIONAIRE	DT	\$750.00	C	30	0	1	0	1	0	0	1	3	1.60	\$468.75
LPMay/2011LP (pav)															
7	TuWThFM 5P-6P ABC7 NWS AT 5	EN	\$1,400.00	C	30	1	1	1	1	0	0	1	5	1.80	\$777.78

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													Spots	Rtg	CPP
LPMay/2011LP (pav)															
8	TuWThFM 6P-6:30P ABC7 NWS AT 6	EN	\$1,600.00	C	30	0	1	0	1	0	0	0	2	2.90	\$551.72
LPMay/2011LP (pav)															
9	TuWThFM 7P-7:30P WHEEL-FORTNE	PA	\$3,000.00	C	30	1	0	1	0	0	0	1	3	4.10	\$731.71
LPMay/2011LP (pav)															
10	TuWThFM 7:30P-8P JEOPARDY	PA	\$4,000.00	C	30	1	1	1	1	0	0	1	5	5.20	\$769.23
LPMay/2011LP (pav)															
11	TuWThFM 11P-11:35P ABC7 NWS AT 11	LN	\$2,500.00	C	30	1	1	0	1	0	0	0	3	2.70	\$925.93
LPMay/2011LP (pav)															
12	TuWThFM 11:35P-12:05A ABC-NITELINE	LF	\$1,200.00	C	30	1	0	1	0	0	0	1	3	1.80	\$666.67
LPMay/2011LP (pav)															
Total Spots:						8	8	7	8	1	1	8	41		
Total GRP/GIMP(000):						20.4	19.0	17.7	19.0	0.9	1.1	19.3	97.4		
Cash\$ - Spots: \$69,600.00 - 41    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$69,600.00    Total CPP/CMP: \$714.58															